



# Grassroots, Where It Starts

*Parks & Leisure Australia National Conference*

**16-19 October 2022**

*CENTREPIECE at Melbourne Park, Melbourne, Victoria*



**PARKS & LEISURE  
AUSTRALIA**

**#PLA2022**

[pla2022.parksleisure.com](http://pla2022.parksleisure.com)

## **Sponsorship Prospectus**





# Welcome

With the origins of our Association cemented in parks and leisure administration since 1926, we celebrate the foundation of everything we do using the metaphor 'Grassroots' and where 'it' all begins.

In this connection 'grassroots' is intended to reflect the basic outcomes of parks and recreation to provide health, activity, socialisation and environmental settings, as well as where sporting elite performance has its start.

Hosted at the brand-new Centrepiece at Melbourne Park as our backdrop, this year's theme will address sports and physical activity; horticulture and parks, gardens and open spaces; health; and economic and socio-economic benefits. Join us for PLA2022 Grassroots, Where It Starts, in Melbourne and let's reconnect our industry.

PLA has a responsibility to ensure the industry is aware of the evidence and associated initiatives and best practices that its conferences can facilitate. Such learnings enable PLA to advocate to government decision makers at local, state and national levels to help shape policy and funding.

We encourage you to be part of the 2022 National Conference to contribute to the program through sharing your innovations, widen your networks and participate in discussion to help shape the future.

Sincerely,

**The National Conference Executive Committee**

**John Senior (Conference Chair)**

**Mark Band (CEO)**

**Barbra Gaiotto (National Board representative)**

## About PLA

Parks & Leisure Australia (PLA) has been in existence in various forms since 1926 and is the peak body for professionals working in the parks and leisure industry in Australia. As the national peak body for the 'people behind the places,' we promote the good use of leisure time through provision of quality places, programmes and services.

*Our vision is for Australia to be the most liveable country in the world, renowned for its parks, sport and recreation facilities that provide the foundation for healthy communities and liveable towns and cities.*

PLA membership includes professionals from community and urban planning; parks management, environment and conservation; sport and physical activity and tourism and the arts. PLA supports and partners with a number of organisations and individuals in the development of evidence-based research to highlight the importance of the Industry. It also works closely with the private sector to support growth and development of quality products and services that enhance opportunities and lifestyle of all Australians.

# Where do they come from?

Our attendee profile represents:

79% of delegates were employed in local government

11% in private enterprise

10% in state government

## Positions held

48% of participants were employed as managers

20% directors

15% coordinators

10% executive officers and/or general managers

7% officers

## Sectors

36% recreation and open space planning

17% parks, gardens and horticulture

18% facility and asset management

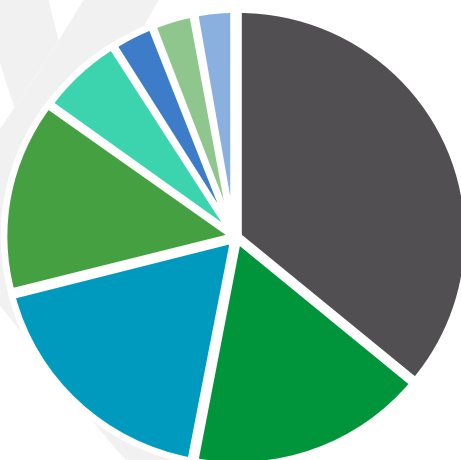
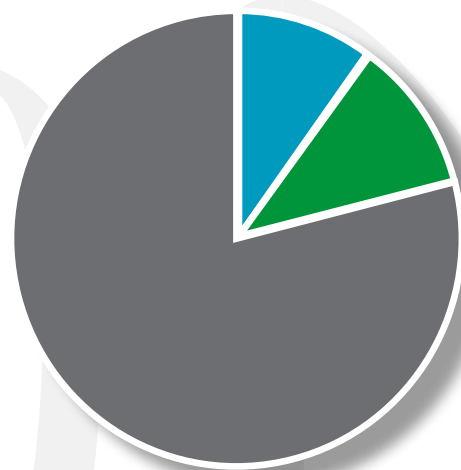
14% health and physical activity

6% state and national parks

3% play and playspaces

3% landscape design

3% environment





# Thank you!

2019 saw 600+ delegates come together in Perth to discuss the importance of linking parks, open spaces and facilities to our health, wellbeing and sporting performance. Over three days delegates discussed the fundamental need for good policy, planning and provision of parks, open spaces and facilities.

We sincerely thank our 2019 sponsors and partners



Department of Biodiversity,  
Conservation and Attractions



## 2022 PROGRAM AT A GLANCE

### SUNDAY 16 OCTOBER

- 7.00pm Official welcome
- 7.30pm Drinks and entertainment
- 9.00pm Evening close

### MONDAY 17 OCTOBER

- 9.00am Keynote presentation
- 10.00am Visit expo
- 10.30am Educational sessions
- 12.15pm Lunch in expo
- 1.15pm Educational sessions
- 2.45pm Visit expo
- 3.15pm Educational sessions
- 4.00pm Educational sessions
- 5.00pm Day Close
- 5.00pm Drinks and networking in expo

### TUESDAY 18 OCTOBER

- 9.00am Keynote presentation
- 10.00am Visit expo
- 10.30am Workshops
- 11.15am Educational sessions
- 12.30pm Lunch in expo
- 1.30pm Educational sessions
- 2.30pm Visit expo
- 3.00pm Panel discussion
- 5.00pm Day Close
- 6.30pm Pre-dinner drinks
- 7.00pm Awards of Excellence Gala Dinner
- 11.30pm Evening Close

### WEDNESDAY 19 OCTOBER

- From
- 10.00am Buses depart for technical tours and masterclasses
- 12.00pm Lunch in various locations
- 3.00pm Buses return

# The Opportunity

	PRINCIPAL	GOLD	WELCOME	KEYNOTE	INDUSTRY KEYNOTE	LUNCH	HAPPY HOUR	LANYARD	EXPO ONLY
Number Available	2	6	1	4	3	1	1	1	50
Value (Ex GST)	\$25,000	\$15,000	\$8,000	\$5,000	\$3,500	\$5,000	\$6,000	\$5,000	\$3,000
Two day tickets to conference and expo including Happy Hour	10	6	2	2	2	2	2	2	2
Complimentary Awards of Excellence Gala Dinner tickets	10	6	2	2	•	2	2	2	•
Complimentary Welcome Reception tickets	10	6	2	2	2	2	2	2	2
Opportunity to address the audience (3 mins)	YES	•	YES	•	•	•	YES	•	•
Acknowledgment throughout the conference	YES	YES	YES	YES	YES	YES	YES	YES	•
A 3m x 2m exhibition booth	YES	•	•	•	•	•	•	•	YES
Dedicated pre event social media posts	YES	YES	YES	YES	YES	•	•	•	•
AP&L* Journal 1/2 page advert	•	YES	YES	•	•	•	•	•	•
AP&L* Journal full page advert	YES	•	•	•	•	•	•	•	•
Level of sponsorship defined in event app	YES	YES	YES	YES	YES	YES	YES	YES	YES
Logo and 50 word profile on event website	YES	YES	YES	YES	YES	YES	YES	YES	YES
Pull up banner x 2 displayed at the registration desk	YES	•	•	•	•	•	•	•	
Pull up banner x 2 at sponsored event	•	•	YES	•	•	YES	YES	•	•
Merchandise branded with company logo	•	•	•	•	•	•	•	YES	•

\*The Australasian Parks & Leisure Journal reaches all members of Parks and Leisure Australia and Recreation Aotearoa. The 10,000+ controlled subscriber list includes known specifiers working on high-value projects.





# Gold Sponsor

Only 2 available \$15,000 ex GST

## Benefits:

- 6 x passes to conference and expo including Happy Hour
- 6 x complimentary tickets to the Awards of Excellence Gala Dinner
- 6 x complimentary Welcome Reception tickets
- Acknowledgment throughout the conference
- Dedicated pre event social media posts
- A half page advertisement in the Australasian Parks and Leisure Journal distributed across Australia and throughout New Zealand
- Company logo displayed on onsite signage
- Level of sponsorship defined in the conference app
- Sponsor logo and 50 word profile on event website



# Keynote Sponsor

2 available \$5,000 ex GST

## Benefits:

- 2 x tickets to conference and expo including Happy Hour
- 2 x complimentary tickets to the Awards of Excellence Gala Dinner
- 2 x complimentary Welcome Reception tickets
- Acknowledgement throughout the conference
- Company logo and description on conference app
- Level of sponsorship defined in the conference app
- Sponsor logo and 50 word profile on event website



# Industry Keynote Sponsor

3 available \$3,500 ex GST

## Benefits:

- 2 x two day tickets to conference and expo including Happy Hour
- 2 x complimentary Welcome Reception tickets
- Acknowledgement throughout the conference
- Company logo displayed on onsite signage
- Level of sponsorship defined in the conference app
- Sponsor logo and 50 word profile on the event website





# Social Event Sponsors

## LUNCH SPONSOR

1 available \$5,000 ex GST

### Benefits:

- 2 x two day tickets to conference and expo including Happy Hour
- 2 x complimentary tickets to the Awards of Excellence Gala Dinner
- 2 x complimentary Welcome Reception tickets
- Acknowledgement throughout the conference
- Company logo displayed on onsite signage
- Level of sponsorship defined in the conference app
- Sponsor logo and 50 word profile on the event website



# Sponsors

## LANYARD SPONSOR

1 available \$5,000 ex GST

### Benefits:

- 2 x two day tickets to conference and expo including Happy Hour
- 2 x complimentary tickets to the Awards of Excellence Gala Dinner
- 2 x complimentary Welcome Reception tickets
- Acknowledgement throughout the conference
- Company logo displayed on onsite signage
- Level of sponsorship defined in the conference app
- Sponsor logo and 50 word profile on the event website

(Please note: cost of lanyard is an additional cost to the sponsor)





# Trade Exhibition

## EXHIBITION BOOTH

50 spaces available, \$3,000 ex GST

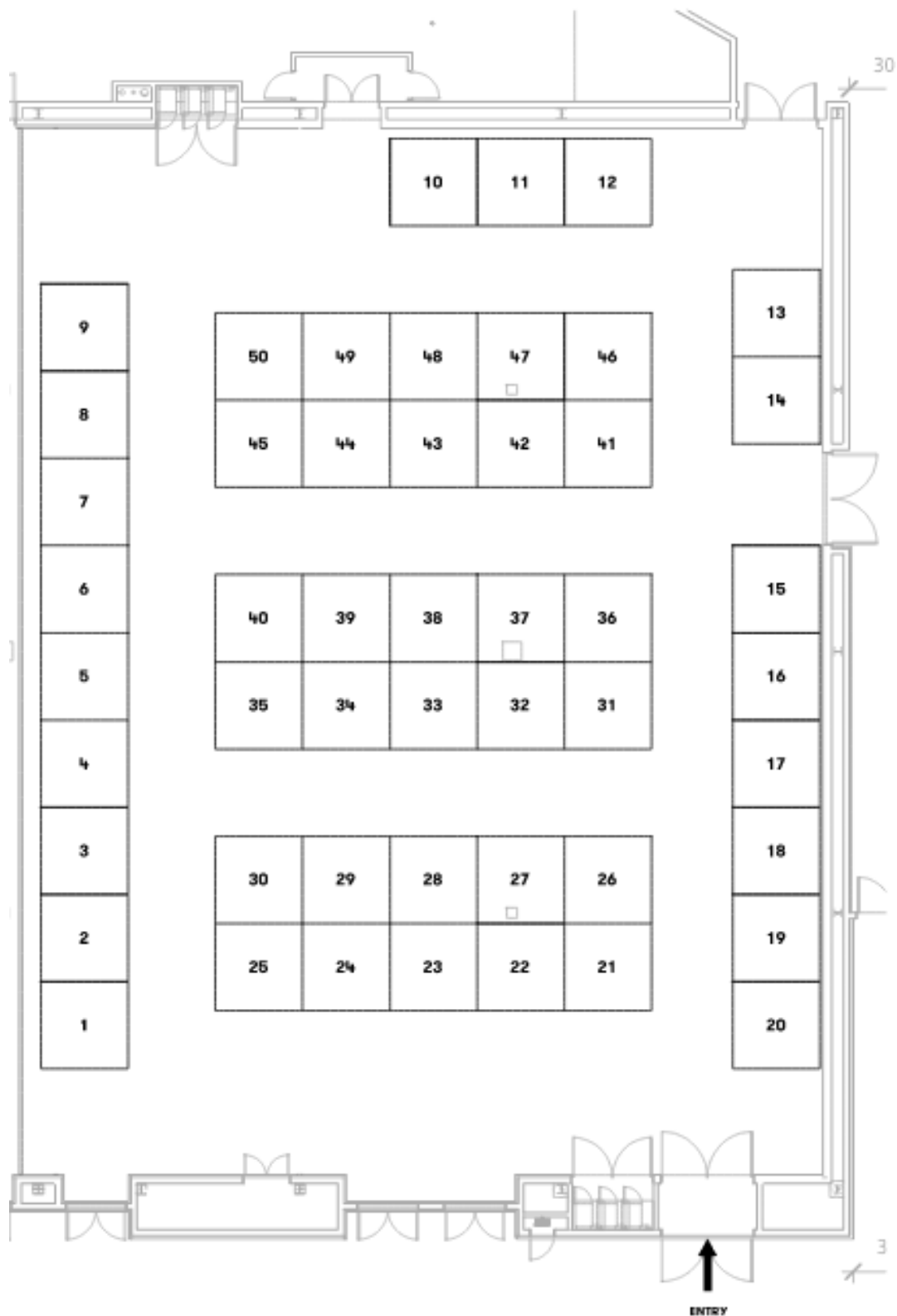
### Benefits:

- 1 x 3m x 2m exhibition booth
- 2 x complimentary Welcome Reception tickets plus morning tea, lunch and afternoon tea daily
- Access to all conference sessions
- Company name and logo on the conference app
- Logo and 50 word profile on conference website

### BRINGING ALONG ADDITIONAL STAFF

- You are welcome to purchase one additional exhibitor pass - \$400 (ex GST). This includes catering on both days, access into the Welcome Reception on Sunday 16 October and the Happy Hour on Monday 17 October (this does not include access into the conference sessions).

# Trade Exhibition Floorplan





# Terms & Conditions

Sponsor and exhibitor placements for the trade exhibition will be confirmed on a first come first serve basis. Note: Event sponsors are given priority. Sponsors and Exhibitors are responsible for any loss or damage to any furnishings provided and will reinstate such damage to the satisfaction of the Organiser.

The Sponsors and Exhibitors will comply with all the rules and regulations of the authority having control over the building.

The Organiser may postpone or adjust the time of the proposed event. If the Organiser changes the date of the event as specified by this clause, the Sponsor and/or

Exhibitor shall be entitled to a full refund of all monies paid to the Organiser if the proposed new date is not deemed convenient by the Sponsor and/or Exhibitor.

The Organiser may cancel the allocation of space to any Exhibitor which the Organiser deems is creating a disturbance or nuisance or an activity of which is contrary to the law.

The Organiser will not be liable for any damage claimed by any person or persons who may be injured during the course of the exhibition and or conference or any loss of property suffered during the course of the exhibition and/or conference.

The Organiser recommends all Sponsors and Exhibitors have their own insurance.

In the event of non-payment of any monies due pursuant to this agreement or in the event of the breach of any condition on the part of any Sponsor or Exhibitor to be observed, then all monies paid will be forfeited and the Sponsor or Exhibitor will have no right to occupy any space or package allocated and will have no claim against the Organiser.

The Organiser is not responsible for any loss or damage to any product exhibited.

Please note the final trade exhibition floor plan may vary resulting in position changes from the original floor plan due to updated trade floor plans.

Parks and Leisure Australia may postpone the Conference due to circumstances beyond its reasonable control, including but not limited to Acts of God, terrorism, war, strikes or industrial action, fire, explosion, inevitable accident, breakdown of property, changes in law, or pandemics or global health crises. Due to the nature of the event, it may be reasonable to postpone the event to the next year.

In the event of postponement of the Conference, PLA will transfer the registration and guarantee the same conditions and equivalent registration entitlements (subject to reasonable modification and availability) at the rescheduled event. If, at a later date, you then choose not to attend the rescheduled Conference, PLA will not be required to refund any part of the registration fee.

## CONFIRMATION

- Sponsorship and exhibition packages are not considered confirmed until payment is received.
- Should the payment not be received within 14 days of invoice, the package will be released for re-sale.



#### TO FIND OUT MORE CONTACT

##### ENQUIRIES

Contact: Cathy D'Aloia

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